

Great Lakes Bay Region - An historic overview of events:

From: Annette Rummel

On July 1, 2009, a discussion took place between Shirley Roberts, Executive Director of the Bay City Convention & Visitors Bureau and Annette Rummel, President of the Saginaw County Convention & Visitors Bureau, which presented the idea of establishing a regional Convention & Visitors Bureau to include Bay, Midland and Saginaw Counties. The discussion topic was brought to the attention of the Executive Committee of the Saginaw County Convention & Visitors Bureau at the July 14, 2009 regularly scheduled meeting of the committee. No formal request was put forth at this time. The Executive Committee appointed Vice Chairman Don Keller and Annette Rummel to further investigate this topic in cooperation with Shirley Roberts, Bay City Convention & Visitors Bureau and John Lagazo, Interim Executive Director, Midland County Convention & Visitors Bureau and their constituents.

On July 28, a preliminary gathering of individuals from Bay City, Midland County and Saginaw County Convention & Visitors Bureaus met and discussed formalizing efforts to market the Great Lakes Bay Region through the development of a regional Convention & Visitors Bureau. This meeting took place to measure the interest levels of each organization and brainstorm regarding scenarios that may be possible.

Since this session, the Saginaw County Convention & Visitors Bureau received formal letters requesting that the Saginaw County Convention & Visitors Bureau assist in the responsibility for day-to-day management of the Bay City and Midland County CVBs under the guidance of their respective, existing Boards of Directors effective September 1, 2009, while simultaneously working to establish a single, regional Convention & Visitors Bureau within Michigan's Great Lakes Bay Region.

On August 18, 2009 during the regularly scheduled Board of Directors meeting of the Saginaw County Convention & Visitors Bureau, a unanimous motion was made and supported that the Saginaw County Convention & Visitors Bureau accept the request made by both Bay City and Midland County's Convention & Visitors Bureau. President Annette Rummel was directed to develop a short term (6 month) Management Agreement to oversee the day-to-day management of the Bay City and Midland County CVBs under the guidance of their respective, existing Boards of Directors and simultaneously serve the new Great Lakes Bay Regional Consolidation Task Force Team. Mr. John Lagazo, Interim Executive Director of the Midland County Convention & Visitors Bureau will also serve this Task Force and work with Annette Rummel to achieve this goal. Ms. Shirley Roberts has retired from her position as Executive Director of the Bay City Convention & Visitors Bureau. Shirley has selected to continue to assist and support the regionalization effort in her role as consultant.

On September 22, 2009 a press release was sent to announce the appointment of the Great Lakes Bay Regional Convention & Visitors Bureau Consolidation Task Force. This Regional Task Force Committee's charge is to investigate the establishment of a Great Lakes Bay Regional Convention & Visitors Bureau, to include the counties of Bay, Midland and Saginaw. Task Force

members are committed to work expeditiously toward the establishment a Regional Convention & Visitors Bureau. Members include three representatives from each of the three Convention & Visitors Bureaus; appointed by their Chairman of the Board and ratified by each respective Board of Directors.

On behalf of the **Bay City Convention & Visitors Bureau**

Chairman of the Board - Mr. Kelly Dee

District Manager, Mid-Michigan Hospitality Management Company

Board Member Kevin Dykema

Chairman of the Board – Bay Sail

Board of Director Member – Mr. Tom Kos

General Manager of the Double Tree

On behalf of the **Midland County Convention & Visitors Bureau**

Chairman of the Board – Ms. Donna Beall

Director of Sales and Marketing – The H Hotel

Board of Director Member – Mr. Matt Davis

Vice President of Executive Communication, Government Affairs and Community Relations – Dow Chemical Company, Inc.

Board of Director Member – Ms. Sonja Wood

Director of Sales – Valley Plaza Resort

On behalf of the **Saginaw County Convention & Visitors Bureau**

Chairman of the Board – Mr. Phil Whitsel

Marketing Manager – Prime Outlets at Birch Run

Board of Director Member – Mr. Don Keller

Frankenmuth Bavarian Inn, Incorporated

Board of Director Member – Mr. Peter Shaheen

President – Horizons Conference Center

Special thanks are extended to:

Mr. Jeff Nagel, MBS International Airport Manager, who has agreed to host the Task Force meetings at Airport Administration Building's Board of Directors room; to Mr. John Lore, President of the Great Lakes Bay Region, the Great Lakes Bay Regional Alliance Board of Directors, Sid Allen, Midland County Chamber of Commerce, Mike Seward, Bay County Chamber of Commerce and Bob Van Deventer, Saginaw County Chamber of Commerce for their leadership and support.